

REP HEADLINE# C120010 TRF# E:120731 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! SEP18/12 13.39
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WFLA-TV ***

ADV # ADV. NAME ISS/HOUSE MAJ PAC/SEIU REP. # OFF. # SALESMAN #
 AGY # AGY. NAME WATERFRONT STRATEGIES BUYER NAME LAURA BASSETT

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

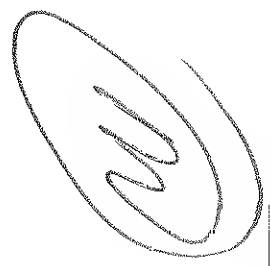
ORDER # CONTRACT # 6252675 CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSEMAJORITYPACSEIU EST#1440 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT8/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP18/12 13.39

REP: ORDER CANCELED
 ALL REMAINING SPOTS ZERO'D OUT
 NEW TTL 50
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 HOUSE MAJORITY PAC/SEIU



9/24/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	S		600P-630P	30		\$2,000.00	9/25	9/28	0		TU-F	0
9	S		600P-630P	30		\$2,000.00	10/2	10/5	0		TU-F	0
PROGRAM : NWSCH8 AT SIX												
CON COM1: NWSCH8 AT SIX												
22	S		600A-700A	30		\$1,000.00	10/2	10/5	0		TU-F	0
PROGRAM : NWSCH8 AT SIX												
CON COM1: NWSCH8 AT SIX												

AGENCY ADVERTISER CODE = 120 AGENCY EST# = 1440
 AGENCY PRODUCT CODE = 127

REP HEADLINE# 2260075 REF# E:1200731
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	S		700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,200.00	10/2	10/5	0		TU-F	0
24	S		900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/5	0		TU-F	0
25	S		1100A-1200N PROGRAM : NC8 MIDDAY CON COM1: NC8 MIDDAY	30		\$250.00	10/2	10/5	0		TU-F	0
26	S		1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/2	10/5	0		TU-F	0
27	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/2	10/5	0		TU-F	0
28	S		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/5	0		TU-F	0
29	S		400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$725.00	10/2	10/5	0		TU-F	0
30	S		500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,250.00	10/2	10/5	0		TU-F	0
31	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/2	10/5	0		TU-F	0

REP HEADLINE# 6252675 TRF# E:120731
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP18/12 13.39
CHANGES ** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32	S		630P-700P	30		\$4,500.00	10/2	10/5	0		TU-F	0
PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS												
33	S		700P-730P	30		\$1,300.00	10/2	10/5	0		TU-F	0
PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30												
34	S		730P-800P	30		\$1,300.00	10/2	10/5	0		TU-F	0
PROGRAM : EXTRA CON COM1: EXTRA												
35	S		1100P-1135P	30		\$1,700.00	10/2	10/6	0		TU-SA	0
PROGRAM : NWSCH8 AT 11< CON COM1: NWSCH8 AT 11<												
36	S		1135P-1237A	30		\$675.00	10/2	10/5	0		TU-F	0
PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<												
SEP/12			\$.00			OCT/12			\$.00			
CONTRACT TOTAL												\$.00
TOTAL SPOTS												0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%
WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELLED.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-AUD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Waterfront Strategies
3050 K St NW
#100
Washington DC 20007-5108

House Majority Pac Seiu/ Issue
Submission Number 774 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	House Majority Pac Seiu/ Issue	Submission Cost:	0	Campaign Ref:	E:120731117
Buyer:		Client/Product/Estimate:	120 /127 /1440	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/08/12	Weeks:	3	Order Ref:	06252675
Est./PO Number:	06252675	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

REP HEADLINE# 6032675 TRF# E:120731
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP11/12 17.14
*** WFLA-TV ***

ADV # ADV. NAME ISS/HOUSE MAJ PAC/SEIU
AGY # AGY. NAME WATERFRONT STRATEGIES

3050 K ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #
BUYER NAME LAURA BASSETT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6252675

CLASS: NATL. LOCAL REGIONAL

PRDCT HOUSEMAJORITYPACSEIU EST#1440 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 OCT8/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP11/12 17.14

REP: REVISION

CANCELED ALL SPOTS FROM 9/25-10/01
SPOTS CANCELED ON LN'S 1-10, 18-20
NEW TTL \$35,350
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

cancel: 442,535 Oct.

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
HOUSE MAJORITY PAC/SEIU

9/24/11

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 120 AGENCY EST# = 1440
AGENCY PRODUCT CODE = 127

1	S		1135P-1237A	30		\$1,000.00	9/25	9/28	0		TU-F	0
---	---	--	-------------	----	--	------------	------	------	---	--	------	---

PROGRAM : TONITE SHW-NBC<
CON COM1: TONITE SHW-NBC<

2	S		1100A-1200N	30		\$225.00	9/25	9/28	0		TU-F	0
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PROGRAM : NC8 MIDDAY
CON COM1: NC8 MIDDAY

9/13/12 FCC (CS)

REP HEADLINE# 0032073 TRF# E:120731
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/25	9/28	0		TU-F	0
4	S		200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/25	9/28	0		TU-F	0
5	S		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/25	9/28	0		TU-F	0
6	S		400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/25	9/28	0		TU-F	0
7	S		500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/25	9/28	0		TU-F	0
8	S		530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/25	9/28	0		TU-F	0
9	S		600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$2,000.00	9/25	9/28	0		TU-F	0
9	S		600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$2,000.00	10/2	10/5	3		TU-F	3
10	S		600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/25	9/28	0		TU-F	0
11	S		630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$3,500.00	9/25	9/28	0		TU-F	0

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
SEP11/12 17.14
CHANGES
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12	S		700P-730P	30		\$1,700.00	9/25	9/28	0		TU-F	0
PROGRAM : ENT TONIGHT 30												
CON COM1: ENT TONIGHT 30												
13	S		700A-900A	30		\$1,400.00	9/25	9/28	0		TU-F	0
PROGRAM : TODAY SHW<												
CON COM1: TODAY SHW<												
14	S		730P-800P	30		\$1,800.00	9/25	9/28	0		TU-F	0
PROGRAM : EXTRA												
CON COM1: EXTRA												
15	S		900A-1000A	30		\$650.00	9/25	9/28	0		TU-F	0
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
16	S		1100P-1135P	30		\$2,400.00	9/25	9/29	0		TU-SA	0
PROGRAM : NWSCH8 AT 11<												
CON COM1: NWSCH8 AT 11<												
18	S		1130P-101A	30		\$1,200.00	9/29	9/29	0		SAT	0
PROGRAM : SAT NITE LIVE<												
CON COM1: SAT NITE LIVE<												
19	S		630P-700P	30		\$3,500.00	9/30	9/30	0		SUN	0
PROGRAM : NBC NIGHTLY NEWS SUNDAY												
CON COM1: NBC NIGHTLY NEWS SUNDAY												
20	S		800A-900A	30		\$700.00	9/30	9/30	0		SUN	0
PROGRAM : SUN TODAY-NBC												
CON COM1: SUN TODAY-NBC												
SEP/12						\$.00	OCT/12	35350.00				
CONTRACT TOTAL												35350.00
TOTAL SPOTS												31

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP11/12 17.14
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$236,200 WFLA 33% WFTS 9% WTSP 15% WTVT 23% WTOG 1% WTTA 3% WMOR 1%
 WMOX 0% WXPX 0% WWSB 15% CABL 0%

ACCURATE SHARES EXCEPT WTVT, WHICH IS ESTIMATED.

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TIME C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Waterfront Strategies
3050 K St NW
#100
Washington DC 20007-5108

House Majority Pac Seu/ Issue
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Client: House Majority Pac Seu/ Issue
Submission Cost: 36350
Buyer: ...
Schedule Dates: 09/24/12 to 10/08/12
Est./PO Number: 06252675
Associated Copies: No
Client/Product/Estimate: 120 /127 /1440
Weeks: 3
Contract type: Political
Campaign Ref: E:120731117
Sales Rep: HRP Washington, DC
Order Ref: 06252675
Business Type: POLITICAL
Business Category: Transactional

Copy

Product: Housemajoritypacseu
Demographic: (L) Household
Booking Group: WFLA
Order:
Key Market: Tampa-St. Petersburg, FL

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
10	M-F 6p News .TWTF..	02	2000	30 Comme	Nbr of Spots	3		3	6000
21	M-F 6a News .TWTF..	02	1000	30 Comme	Nbr of Spots	3		3	3000
22	M-F 7a Today Show .TWTF..	02	1200	30 Comme	Nbr of Spots	2		2	2400
23	M-F 9a Today Show II .TWTF..	02	950	30 Comme	Nbr of Spots	2		2	1900
24	M-F 10a News .TWTF..	02	250	30 Comme	Nbr of Spots	2		2	500
25	M-F 12p Today Show III .TWTF..	02	250	30 Comme	Nbr of Spots	1		1	250
26	M-F 2p Rachael Ray .TWTF..	02	400	30 Comme	Nbr of Spots	2		2	800
27	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	2		2	900
28	M-F 4p Dr Oz .TWTF..	03	725	30 Comme	Nbr of Spots	2		2	1450
Weekly Totals: Total Spots(Ord Spots)						31		31	

Waterfront Strategies
3050 K St NW
#100
Washington DC 20007-5108

House Majority Pac Seiu/ Issue
Submission Number 763 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client:	House Majority Pac Seiu/ Issue	Submission Cost:	35350	Campaign Ref:	E:120731117
Buyer:		Client/Product/Estimate:	120 /127 /1440	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/08/12	Weeks:	3	Order Ref:	06252675
Est/PO Number:	06252675	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
29	M-F 5p News TWTF..	02	1250	30 Comme		2		2	2500
30	M-F 530p News TWTF..	02	1250	30 Comme		2		2	2500
31	M-F 630p ET / 530p CT NBC Nightly News TWTF..	02	4500	30 Comme		1		1	4500
32	M-F 7p News TWTF..	02	1300	30 Comme		2		2	2600
33	M-F 730p Entertainment Tonight TWTF..	02	1300	30 Comme		1		1	1300
34	M-Su 11p News TWTF..	02	1700	30 Comme		2		2	3400
35	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	675	30 Comme		2		2	1350
Weekly Totals: Total Spots(Ord Spots)						31		31	

Grand Totals

Month 9 Weeks: 5		Month 10 Weeks: 4	
09/24	10/01	10/08	
Totals	31	31	0
Spots	31	31	0

		Month 9 Weeks: 5		Month 10 Weeks: 4	
		09/24	10/01	10/08	
Cost	Totals	35350	0	35350	0

Grand Totals:

Spots:	31
Gross Total:	35,350.00
Commission:	5,302.50
Net Total:	30,047.50

REP HEADLINE# 6252675
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
JUL25/12 11.0
*** WFLA-TV ***

ADV # _____ ADV. NAME ISS/HOUSE MAJ PAC/SEIU REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME WATERFRONT STRATEGIES BUYER NAME LAURA BASSETT
1010 WISCONSIN AVENUE SALES PRSN WA- MEGHAN MCGARR (H)
WASHINGTON, DC 20007
ORDER # _____ CONTRACT # 6252675 CLASS: NATL. LOCAL REGIONAL
FLIGHT DATES SEP25/12 OCT8/12 WK-2
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE JUL25/12 11.04

REF: NEW ORDER
TTI \$77,875 @65X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
HOUSE MAJORITY PAC/SEIU

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$1,000.00	9/25	9/28	2		TU-F	2
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
2			1100A-1200N 10-1030A	30		\$225.00	9/25	9/28	2		TU-F	2
PROGRAM : NC8 MIDDAY												
CON COM1: NC8 MIDDAY												
3			1200N-100P	30		\$275.00	9/25	9/28	1		TU-F	1
PROGRAM : TODAY SHW3-NBC												
CON COM1: TODAY SHW3-NBC												

8/6/12 FCC

REP HEADLINE# 6252675
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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JUL25/12 11.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/25	9/28	2		TU-F	2
5			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/25	9/28	2		TU-F	2
6			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$650.00	9/25	9/28	3		TU-F	3
7			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/25	9/28	2		TU-F	2
8			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/25	9/28	3		TU-F	3
9			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$2,000.00	9/25	9/28	2		TU-F	2
9			600P-630P PROGRAM : NWSCH8 AT SIX CON COM1: NWSCH8 AT SIX	30		\$2,000.00	10/2	10/5	3		TU-F	3
10			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/25	9/28	2		TU-F	2
11			630P-700P PROGRAM : NBC NITELY NWS CON COM1: NBC NITELY NWS	30		\$3,500.00	9/25	9/28	2		TU-F	2
12			700P-730P PROGRAM : ENT TONIGHT 30 CON COM1: ENT TONIGHT 30	30		\$1,700.00	9/25	9/28	1		TU-F	1

Nielsen

REP HEADLINE# 6252675
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
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JUL25/12 11.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			700A-900A PROGRAM : TODAY SHW< CON COM1: TODAY SHW<	30		\$1,400.00	9/25	9/28	2		TU-F	2
14			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,800.00	9/25	9/28	1		TU-F	1
15			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/25	9/28	1		TU-F	1
16			1100P-1135P PROGRAM : NWSCH8 AT 11< CON COM1: NWSCH8 AT 11<	30		\$2,400.00	9/25	9/29	3		TU-SA	3
17			800P-1000P PROGRAM : VOICE-NBC CON COM1: VOICE-NBC	30		\$4,500.00	10/1	10/1	0		MON	0
18			1130P-101A PROGRAM : SAT NITE LIVE< CON COM1: SAT NITE LIVE<	30		\$1,200.00	9/29	9/29	1		SAT	1
19			630P-700P PROGRAM : NBC NIGHTLY NEWS SUNDAY CON COM1: NBC NIGHTLY NEWS SUNDAY	30		\$3,500.00	9/30	9/30	1		SUN	1
20			800A-900A PROGRAM : SUN TODAY-NBC CON COM1: SUN TODAY-NBC	30		\$700.00	9/30	9/30	1		SUN	1
21			900P-1000P PROGRAM : LAW AND ORDER CON COM1: LAW AND ORDER	30		\$4,500.00	10/3	10/3	0		WED	0

REP HEADLINE# 6252675
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUL25/12 11.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/2	10/5	3		TU-F	3
23			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/5	2		TU-F	2
24			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/5	2		TU-F	2
25			1100A-1200N PROGRAM : NC8 MIDDAY CON COM1: NC8 MIDDAY	30		\$250.00	10/2	10/5	2		TU-F	2
26			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/2	10/5	1		TU-F	1
27			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/2	10/5	2		TU-F	2
28			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/5	2		TU-F	2
29			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$725.00	10/2	10/5	2		TU-F	2
30			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,250.00	10/2	10/5	2		TU-F	2

REP HEADLINE# 6202675
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 JUL25/12 11.0
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			530P-600P	30		\$1,250.00	10/2	10/5	2		TU-F	2
PROGRAM : NWSCH8 @5:30P												
CON COM1: NWSCH8 @5:30P												
32			630P-700P	30		\$4,500.00	10/2	10/5	1		TU-F	1
PROGRAM : NBC NITELY NWS												
CON COM1: NBC NITELY NWS												
33			700P-730P	30		\$1,300.00	10/2	10/5	2		TU-F	2
PROGRAM : ENT TONIGHT 30 NEWS												
CON COM1: ENT TONIGHT 30 NEWS												
34			730P-800P	30		\$1,300.00	10/2	10/5	1		TU-F	1
PROGRAM : EXTRA OUTFRONT												
CON COM1: EXTRA OUTFRONT												
35			1100P-1135P	30		\$1,700.00	10/2	10/6	2		TU-SA	2
PROGRAM : NWSCH8 AT 11<												
CON COM1: NWSCH8 AT 11<												
36			1135P-1237A	30		\$675.00	10/2	10/5	2		TU-F	2
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
SEP/12			42525.00			OCT/12						
												CONTRACT TOTAL
												77875.00
												TOTAL SPOTS
												65

MARKET TOTALS \$236,260 WFLA 33% WFTS 9% WTSP 15% WTVT 23% WTOG 1% WTTA 3% WMOR 1%
 WMOX 0% WXPX 0% WWSB 15% CABL 0%

ACCURATE SHARES EXCEPT WTVT, WHICH IS ESTIMATED.

SVC- NSI
 DEMOS- RA35+*

Waterfront Strategies
 1010 Wisconsin Ave, NW
 Suite 800
 Washington DC 20007

House Majority Pac Seiu/ Issue
 Submission Number 699 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: House Majority Pac Seiu/ Issue	Submission Cost: 77875	Campaign Ref: E:120731117
Buyer: House Majority Pac Seiu/ Issue	Client/Product/Estimate: 120 / 127 / 1440	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/08/12	Weeks: 3	Order Ref: 06252675
Est./PO Number: 06252675	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Product: Housemajoritypacseiu	Booking Group: WFLA	Key Market: Tampa-St Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show TWTF..	1000	30 Comme	Nbr of Spots	2		2	2000
2	M-F 10a News TWTF..	225	30 Comme	Nbr of Spots	2		2	450
3	M-F 12p Today Show III TWTF..	275	30 Comme	Nbr of Spots	1		1	275
4	M-F 2p Rachael Ray TWTF..	250	30 Comme	Nbr of Spots	2		2	500
5	M-F 3p Doctors TWTF..	425	30 Comme	Nbr of Spots	2		2	850
6	M-F 4p Dr Oz TWTF..	650	30 Comme	Nbr of Spots	3		3	1950
7	M-F 5p News TWTF..	850	30 Comme	Nbr of Spots	2		2	1700
8	M-F 530p News	850	30 Comme	Nbr of Spots	3		3	2550
Weekly Totals: Total Spots(Ord Spots)				34	31		65	

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Schedule Dates: 09/24/12 to 10/08/12	Weeks: 3	Order Ref: 06252675
Est./PO Number: 06252675	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
9	M-F 6p News .TWTF..	2000	30 Comme	2			2	4000
10	M-F 6p News .TWTF..	2000	30 Comme		3		3	6000
11	M-F 6a News .TWTF..	850	30 Comme	2			2	1700
12	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	3500	30 Comme	2			2	7000
13	M-F 7p News .TWTF..	1700	30 Comme	1			1	1700
14	M-F 7a Today Show .TWTF..	1400	30 Comme	2			2	2800
15	M-F 730p Entertainment Tonight .TWTF..	1800	30 Comme	1			1	1800
16	M-F 9a Today Show II .TWTF..	650	30 Comme	1			1	650
17	M-Su 11p News .TWTF..	2400	30 Comme	3			3	7200
18	Sat 1130p ET / 1030p CT Saturday Night Live	1200	30	1			1	1200
Weekly Totals: Total Spots(Ord Spots)				34	31		65	

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Buyer: ..	Client/Product/Estimate: 120 / 127 / 1440	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/08/12	Weeks: 3	Order Ref: 06252675
Est./PO Number: 06252675	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
19	Sun 630p ET / 530p CT NBC Nightly NewsS	3500	30 Comme	Nbr of Spots	1		1	3500
20	Sun 8a Today ShowS	700	30 Comme	Nbr of Spots	1		1	700
21	M-F 6a News .TWTF..	1000	30 Comme	Nbr of Spots	3		3	3000
22	M-F 7a Today Show .TWTF..	1200	30 Comme	Nbr of Spots	2		2	2400
23	M-F 9a Today Show II .TWTF..	950	30 Comme	Nbr of Spots	2		2	1900
24	M-F 10a News .TWTF..	250	30 Comme	Nbr of Spots	2		2	500
25	M-F 12p Today Show III .TWTF..	250	30 Comme	Nbr of Spots	1		1	250
26	M-F 2p Rachael Ray .TWTF..	400	30 Comme	Nbr of Spots	2		2	800
27	M-F 3p Doctors .TWTF..	450	30 Comme	Nbr of Spots	2		2	900
28	M-F 4p Dr Oz .TWTF..	725	30 Comme	Nbr of Spots	2		2	1450
Weekly Totals: Total Spots (Ord Spots)				34	31		65	

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Washington DC 20007

House Majority Pac Seiu/ Issue
Submission Number 699 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: House Majority Pac Seiu/ Issue	Submission Cost: 77875	Campaign Ref: E:120731117
Buyer:	Client/Product/Estimate: 120 / 127 / 1440	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/08/12	Weeks: 3	Order Ref: 06252675
Est/PO Number: 06252675	Contract type: Political	Business Type: POLITICAL
		Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/24	10/01	10/08	Total	Cost
29	M-F 5p News .TWTF..	1250	30 Comme	Nbr of Spots	2		2	2500
30	M-F 530p News .TWTF..	1250	30 Comme	Nbr of Spots	2		2	2500
31	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	4500	30 Comme	Nbr of Spots	1		1	4500
32	M-F 7p News .TWTF..	1300	30 Comme	Nbr of Spots	2		2	2600
33	M-F 730p Entertainment Tonight .TWTF..	1300	30 Comme	Nbr of Spots	1		1	1300
34	M-Su 11p News .TWTF..	1700	30 Comme	Nbr of Spots	2		2	3400
35	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	675	30 Comme	Nbr of Spots	2		2	1350
Weekly Totals: Total Spots(Ord Spots)				34	31		65	

Grand Totals			
		Month 9 Weeks: 5 09/24	Month 10 Weeks: 4 10/01 10/08
Spots	65	34	31
Cost	77875	42525	35350

Grand Totals:		Spots:	65
		Gross Total:	77,875.00
		Commission:	11,681.25
		Net Total:	66,193.75

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Laura Bassett
do hereby request station time concerning the following issue:

Service Employees International Union

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: SEIU

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union
 1800 Massachusetts Ave NW
 Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Heather Stone Deputy Political Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 [Signature] (202) 350-5782
 Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Laura Bassett
do hereby request station time concerning the following issue:

House Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: House Majority PAC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

House Majority PAC
 1025 Thomas Jefferson St. NW
 Washington, DC 20007

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Shannon Roche
Deputy Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012 _____
 Date Signature Contact Phone Number (202) 350-5782

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted
 ☐ Accepted in Part
 ☐ Rejected

 Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

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Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	WASHINGTON, DC

REQUEST RECEIVED FROM

DATE: 8-1-12

BUYER:	Laura Bassett
AGENCY:	GMMB
ADDRESS:	1010 Wisconsin Avenue, Suite 800, Washington, DC 20007
PHONE #:	(202) 338-8700
FAX #:	(202) 338-2334
OTHER:	

AVAILS FOR

COMMITTEE:	House Majority PAC
CHAIRPERSON:	Shannan Rache - DEPUTY DIRECTOR
TREASURER:	Candace Bryan Abbey
ADDRESS:	700 13 th Street NW Suite 600 Washington DC 20005
PHONE #:	
FAX #:	
OTHER:	

FOR

ISSUE:	House Majority PAC
OFFICE:	
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Matt Oestrich	STATION:	WFLA
FROM:	Meghan McGarr	HRP OFFICE:	DC

REQUEST RECEIVED FROM

DATE: 8-1-12

BUYER:	Laura Bassett
AGENCY:	GMMB
ADDRESS:	1010 Wiscansin Ave, NW Suite 800 Washington DC, 20007
PHONE #:	202-338-8700
FAX #:	202-338-0864
OTHER:	

AVAILS FOR

COMMITTEE:	Service Employees International Union
CPMGN MGR.	
TREASURER:	Elisea Medina
ADDRESS:	1800 MASSACHUSETTS AVE NW, WASHINGTON DC 20036
PHONE #:	202-730-7000
FAX #:	
OTHER:	

FOR

ISSUE:	Issue
OFFICE:	Issue
PARTY:	Democrat

DAYPARTS:	All
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	